

Jessica Wood

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Location: Seattle, WA | Open to Remote, In-person, & Hybrid Roles

QUICK SNAPSHOT

Experienced user researcher with 12+ years of expertise in user experience insights and user-centered outcomes across a variety of industries including health and pharmaceutical, automotive, and technology. 5+ years of team leadership experience.

Cross-Functional Collaboration

User Journeys

Contextual Inquiry

Diary Studies

Video/in-person Interviews

Heuristic Research

Usability Testing

Survey Design

PROFESSIONAL EXPERIENCE

UPWORK - User Researcher | Contract (Current)

- Facilitated card-sorting studies and analyzed user mental models to inform a user-centered navigation design for a small business website
- Conducted foundational interviews and delivered insights that clarified why users abandoned the site before checkout
- Developed user journeys and jobs to be done (JTBD) for a small startup business

MICROSOFT - User Researcher | Senior Level (Nov 2023 - July 2025)

Foundational Research

- Conducted intercept interviews with 20 Microsoft Most Valuable Professionals (MVPs) to uncover workflows for answering community forum questions, surfacing usability gaps that informed improvements to both the Learn Q&A experience and the MVP dashboard
- Led a foundational study using moderated interviews on Q&A and Answer Community platforms, uncovering unmet user needs that directly informed Microsoft Learn's product vision and roadmap for a unified experience

Evaluative / Usability Research

- Conducted usability research on the Microsoft Learn documentation site that informed redesign of the Table of Contents and "In This Article" features, improving content discoverability and reducing navigation friction
- Partnered with Informational Architect (IA) team to conduct card sort and tree testing research to evaluate Learn's global navigation, surfacing structural improvements that shaped the long-term navigation strategy

- Strategized with design team to conduct rapid preference testing of AI summaries that led to the adoption of an in-line citation design validated by users
- Conducted an experience walkthrough of Q&A threads, uncovering pain points in how responses were displayed and navigated; insights informed layout changes that made threads easier to follow
- Led end-to-end research project to evaluate Collections, Plans, and Challenges; insights shaped new design recommendations to make saved content and learning tools more intuitive and accessible
- Analyzed 1,000+ lines of user feedback on Copilot prompts; synthesized key themes to inform Copilot prompt development

Quantitative

- Conducted heuristic evaluations across three new Learn products, aligning product managers and design on Sev 1/2 fixes before launch and preventing post-release usability issues
- Designed targeted screeners that ensured representative participant samples, strengthening the reliability and impact of research findings

INSPIRE - Senior UX Researcher (Jan 2019 - Aug 2023)

Foundational Research

- Spearheaded exploratory interviews on homepage usability; influenced marketing-led redesign
- Partnered with design to build personas through interviews, post analysis, and surveys, using them to humanize users, helping stakeholders reduce bias in decision-making

Evaluative / Usability Research

- Conducted moderated usability testing on sort/filter options in search, generating insights that drove design improvements and resulted in an 11% increase in user satisfaction
- Conducted first-click testing on a prototype of the new member feed; findings guided design changes that made the experience more intuitive for users
- Led a concept testing project which explored linking health records to personal profiles, uncovering user motivators and privacy concerns that directly informed product feasibility and prioritization decisions

Generative

- Led end-to-end generative mixed-method study that uncovered drivers and barriers to creating new posts within a community, revealing the impact of empty profiles and the value of moderator prompts, guiding new engagement solutions

Strategic / Cross-functional Impact

- Established and scaled UX research at Inspire, embedding research into product and content strategy decisions
- Mentored junior researchers through onboarding, training, and regular feedback, serving as a go-to resource for questions and guidance

- Presented research to stakeholders, translating findings into recommendations that informed strategic decisions shaping Inspire's website design, onboarding experience, and community content
- Oversaw video tutorial production to support onboarding for new users

INSPIRE HEALTH - Insights Senior Research Manager (Nov 2018 - Jan 2019)

Quantitative

- Designed and programmed surveys that supported pharmaceutical clients in shaping marketing materials, clinical trial protocols, and patient outreach resources

Generative

- Designed and executed a generative diary study with members undergoing dialysis, revealing pain points in scheduling, wait times, and in-clinic experience that informed service and product improvements

Qualitative

- Developed discussion guides on cancer treatments, insurance access and costs, mental health, and clinical protocols for pharmaceutical research studies
- Moderated interviews using these guides, producing insights that helped pharma clients refine clinical trial protocols and shape marketing strategies

Strategic / Cross-functional Impact

- Developed processes that improved survey design quality and strengthened consistency in survey programming across the team
- Developed standard operating procedures for onboarding and research tool usage, including Alchemer, Salesforce, and Monday
- Ensured HIPAA compliance and safeguarded PHI/PII in pharmaceutical research, protecting sensitive patient data and maintaining client trust

ENPRECIS - Senior Research Manager (Jul 2013 - Sep 2018)

- Conducted a contextual inquiry with global automotive clients on their use of the in-house BI tool, uncovering gaps between intended and actual usage.
- Collaborated with the team to journey map and storyboard a redesign of the PowerBI tool to better address user needs
- Designed, programmed, and maintained longitudinal surveys for global automotive clients to identify and prioritize "designs gone wrong" (DGWs) and "things gone wrong" (TGWs), enabling manufacturers to plan redesigns and mechanical fixes for upcoming vehicle launches
- Managed client ad-hoc survey requests alongside longitudinal programs, covering topics such as new vehicle features, advertising effectiveness, and dealership satisfaction

NIELSEN - Research Manager (Jun 2011 - May 2013)

- Redesigned telecom surveys, streamlining instruments to reduce completion time by 10+ minutes and improve response quality
- Managed offshore reporting and operations teams, streamlining request system and reducing turnaround
- Facilitated weekly syncs with clients and internal teams to align research deliverables
- Trained client managers and internal teams in survey design and analytics tools (SPSS and Marketsight), enabling them to manage requests independently and reducing reliance on the research team

EDUCATION

Master of Arts (MA) in Applied Sociology, Northern Arizona University

Bachelor of Arts (BA) in Social Science, University of Washington

TECHNICAL SKILLS

Qualitative and UX Tools: Figma, Maze, Optimal Workshop, UsabilityHub, Userlytics, Usertesting, UXtweak, HeyMarvin, Notably, ChatGPT, Figma, Sketch

Quant Tools: Alchemer (SurveyGizmo), Google Forms, Maze, Microsoft Forms, Qualtrics, SPSS, SurveyMonkey, Excel, SQL (Beginner)

Languages

English (native), American Sign Language/ASL (professional)

Skills

Usability testing, heuristic analysis, ethnographies, qualitative research (including interviews and focus groups), quantitative research (including surveys), contextual inquiry, card sorting, tree testing, persona development, diary studies, A/B testing, storytelling, strategic insights, thought leadership, data visualization, primary research, project management, process improvement, team leadership, prototyping, SPSS statistical analysis (e.g. t-tests, correlation, etc.), SQL queries